

# Instructional Framework

Fashion Design and Merchandising – 52.1900.20

<b>Domain 1: Design and Construction</b>	
<b>45-55% Instructional Time</b>	
<b>STANDARD 1.0 APPLY MATHEMATICAL PROCESS TO PROBLEM IN DESIGN AND MERCHANDISING</b>	
1.1 Express problems in design and merchandising using numeric, symbolic, and/or graphic representation	<ul style="list-style-type: none"> <li>• Measure</li> </ul>
1.2 Perform mathematical calculations in the context of design- and merchandising-related problem	<ul style="list-style-type: none"> <li>• Perform mathematical calculations</li> </ul>
1.3 Identify and perform conversions of units of measurement (English and metric)	<ul style="list-style-type: none"> <li>• Equivalents and abbreviations</li> </ul>
1.4 Calculate yardage multiplied by man hours and material price for a design project	<ul style="list-style-type: none"> <li>• Calculate math problems</li> </ul>
1.5 Solve common problems in merchandising and manufacturing using mathematical formula (e.g., markup/markdown, gross margin, keystoneing, profit and loss)	<ul style="list-style-type: none"> <li>• Markup/markdown</li> <li>• Gross margin</li> <li>• Keystoneing</li> <li>• Profit and loss</li> </ul>
1.6 Calculate the transition from sample to mass production	<ul style="list-style-type: none"> <li>• Calculate costs</li> </ul>
1.7 Use a chart to identify fabric weight per square yard	<ul style="list-style-type: none"> <li>• Shipping weight</li> <li>• Cold vs. Warm</li> <li>• Thick vs. Thin</li> </ul>
<b>STANDARD 2.0 EXAMINE MEASUREMENT TECHNIQUES IN DESIGN, MANUFACTURING, AND MERCHANDISING</b>	
2.1 French curve, S-curve, tape measure, see-through ruler, hem gauge, hip curve)	<ul style="list-style-type: none"> <li>• Identify and use measuring tools</li> </ul>
2.2 Select the appropriate measurement technique for a specific need (e.g., pleating, seaming, gathering, etc.)	<ul style="list-style-type: none"> <li>• Appropriate measurement technique</li> </ul>
2.3 Select the appropriate measurement tool for a specific task	<ul style="list-style-type: none"> <li>• Appropriate measurement tool</li> </ul>
<b>STANDARD 3.0 ANALYZE THE PRINCIPLES AND ELEMENTS OF DESIGN</b>	
3.1 Explain basic design elements and principles	<ul style="list-style-type: none"> <li>• Explain basic design elements and principles</li> </ul>
3.2 Identify terminology related to color principles (e.g., color washes, psychology of color, physics of color, color scheme)	<ul style="list-style-type: none"> <li>• Psychology of color</li> <li>• Color scheme</li> </ul>
3.3 Differentiate between hue, value, and intensity	<ul style="list-style-type: none"> <li>• Differentiate between hue, value, and intensity</li> </ul>

3.4 Explain how elements and principles create visual illusion or flattering aesthetic	<ul style="list-style-type: none"> <li>• Apply Elements and Principles of Design to create visual illusion or flattering aesthetic</li> </ul>
3.5 Explain how color, pattern, and material create mood in design	<ul style="list-style-type: none"> <li>• Create mood in design</li> </ul>
<b>STANDARD: 4.0 EVALUATE TEXTILES, FIBERS, AND FABRICS</b>	
4.1 Identify the characteristics of natural and synthetic/manufactured fibers	<ul style="list-style-type: none"> <li>• Natural vs. Synthetic</li> </ul>
4.2 Identify the names of fabrics with various construction weaves	<ul style="list-style-type: none"> <li>• Types of Weaves</li> </ul>
4.3 Describe the characteristics of fabrics with various construction weaves	<ul style="list-style-type: none"> <li>• Characteristic of Weaves</li> </ul>
4.4 Differentiate among woven, knit, and other methods of fabric construction	<ul style="list-style-type: none"> <li>• Knit vs. Weaves</li> </ul>
4.5 Identify fabric finishes	<ul style="list-style-type: none"> <li>• Identify fabric finishes</li> </ul>
4.6 Identify color application methods	<ul style="list-style-type: none"> <li>• Identify color methods</li> </ul>
4.7 Select fibers and fabrics for specific end uses	<ul style="list-style-type: none"> <li>• Fabric end uses</li> </ul>
4.8 Apply labeling information to care for fabric	<ul style="list-style-type: none"> <li>• Apply labeling information to care for fabric</li> </ul>
<b>STANDARD 10.0 CONSTRUCT A GARMENT BY PRECISELY APPLYING THE PRINCIPLES OF QUALITY APPAREL CONSTRUCTION</b>	
10.1 Compare the quality of different clothing construction techniques and their financial result (e.g., serged seam vs. wide-margin seam)	<ul style="list-style-type: none"> <li>• Seam Types vs. Costs</li> </ul>
10.2 Determine yardage, cost of fabric, and other needs for selected pattern style and use	<ul style="list-style-type: none"> <li>• Calculate costs</li> </ul>
10.3 Define terms commonly used in pattern directions and layout (e.g., straight grain, cross grain, bias, selvage, center front, nap, print matching)	<ul style="list-style-type: none"> <li>• Construction vocab</li> <li>• Pattern layout</li> </ul>
10.4 Interpret and follow pattern directions for constructing apparel	<ul style="list-style-type: none"> <li>• Interpret/read patterns and industry terms</li> </ul>
10.5 Perform pattern layout and cutting for garment construction to minimize waste/cost	<ul style="list-style-type: none"> <li>• Methods for pattern layout</li> </ul>
10.6 Explain the use of appropriate equipment to practice effective pressing techniques (e.g., sewing, pressing, etc.)	<ul style="list-style-type: none"> <li>• Pressing techniques</li> <li>• Use of appropriate equipment</li> </ul>
10.7 Evaluate the construction and proper fit of garments	<ul style="list-style-type: none"> <li>• Fitting</li> </ul>
<b>STANDARD 11.0 PREPARE FASHION DESIGNS</b>	
11.1 Identify styles, parts, and details that make up a garment	<ul style="list-style-type: none"> <li>• Know parts of a garment</li> <li>• Know styles of garment</li> </ul>
11.2 Describe and use the proportions of a fashion figure/croquis	<ul style="list-style-type: none"> <li>• Croquis proportions</li> </ul>

11.3 Identify ways physical attributes, including disabilities, influence clothing design	<ul style="list-style-type: none"> <li>• Design adaptive clothing</li> </ul>
11.4 Describe the principles and elements of design in fashion sketches	<ul style="list-style-type: none"> <li>• Apply Elements and Principles of Design in Croquis</li> </ul>
11.5 Select appropriate fabric swatches for a fashion design	<ul style="list-style-type: none"> <li>• Select appropriate Fabric swatches</li> </ul>
11.6 Identify design features and construction details on a flat	<ul style="list-style-type: none"> <li>• Technical Flat</li> </ul>
11.7 Identify the correct order of steps in developing a sample garment	<ul style="list-style-type: none"> <li>• Steps in Construction</li> </ul>
11.8 Identify computer software and applications for computer-assisted design (CAD) in the fashion industry (e.g., Auto CAD, Photoshop, Illustrator)	<ul style="list-style-type: none"> <li>• Introduce technology in industry</li> </ul>
11.9 Select possible components of an apparel line	<ul style="list-style-type: none"> <li>• Components of an apparel line</li> </ul>
<b>STANDARD 12.0 EXPLAIN THE IMPORTANCE OF ACCESSORIES TO FASHION</b>	
12.1 Identify accessory categories	<ul style="list-style-type: none"> <li>• Identify accessory categories</li> </ul>
12.2 Identify accessory styles within various categories	<ul style="list-style-type: none"> <li>• Identify accessory styles</li> </ul>
12.3 Recognize quality construction features of different accessories (e.g., jewelry: plating, fasteners; handbags: lining, edging, hardware)	<ul style="list-style-type: none"> <li>• Fine vs. Costume Accessory Construction</li> </ul>

<b>Domain 2: Business of Fashion</b> <b>40% Instructional Time</b>	
<b>STANDARD 5.0 EXAMINE THE OPERATIONS OF RETAILING (BRICK AND MORTAR AND E-COMMERCE)</b>	
5.1 Distinguish quality customer service from poor customer service	<ul style="list-style-type: none"> <li>• Quality customer service</li> </ul>
5.2 Analyze the relationship of customer service and customer satisfaction on business success	<ul style="list-style-type: none"> <li>• Customer relations impact on business success</li> </ul>
5.3 Explain the concept of a target customer	<ul style="list-style-type: none"> <li>• Target Customer Terminology</li> </ul>
5.4 Describe how a target customer affects product selection	<ul style="list-style-type: none"> <li>• Demographics of target customer</li> </ul>
5.5 Explain merchandise buying practices (e.g., how to receive, mark, and stock merchandising)	<ul style="list-style-type: none"> <li>• Buying Practices</li> </ul>
5.6 Explain the relationship among pricing, profit, and customer's perception of value	<ul style="list-style-type: none"> <li>• Perception of Value</li> <li>• Costing</li> </ul>
5.7 Describe common selling techniques (e.g., suggestion selling, loss leader, upselling, cross-selling)	<ul style="list-style-type: none"> <li>• Selling Techniques</li> </ul>
<b>STANDARD 6.0 EXAMINE MARKETING SKILLS FOR THE SUCCESS OF DESIGN AND MERCHANDISING BUSINESS</b>	
6.1 Describe the concept of target customer as relates to retail marketing	<ul style="list-style-type: none"> <li>• Target Market</li> </ul>
6.2 Describe the effect of visual merchandising on the customer	<ul style="list-style-type: none"> <li>• Describe Visual Merchandising</li> </ul>
6.3 Evaluate the concept of visual merchandising using the elements and principles of design	<ul style="list-style-type: none"> <li>• Evaluate Visual Merchandising</li> </ul>
6.4 Describe effective uses of social media for fashion marketing	<ul style="list-style-type: none"> <li>• Social Media Marketing</li> </ul>

6.5 Explain types and uses of promotional activities to market products and services (e.g., email, social media, in-store, loyalty programs, flyers)	<ul style="list-style-type: none"> <li>Promotional Activities</li> </ul>
6.6 Describe ethical behavior in marketing	<ul style="list-style-type: none"> <li>Ethics</li> </ul>
<b>STANDARD 8.0 ANALYZE A FASHION DESIGN AND MERCHANDISING BUSINESS</b>	
8.1 Describe employment opportunities in the apparel industry	<ul style="list-style-type: none"> <li>Career in Industries</li> </ul>
8.2 Compare the advantages and disadvantages of sole proprietorships, partnerships, and corporations	<ul style="list-style-type: none"> <li>Sole proprietorships, partnerships, and corporations</li> </ul>
8.3 Identify the stages of apparel production	<ul style="list-style-type: none"> <li>Stages of Production</li> <li>Production Line</li> </ul>
8.4 Differentiate fashion design lines and price points (e.g., haute couture, designer, bridge, contemporary, moderate, budget/mass market)	<ul style="list-style-type: none"> <li>Fashion brand category vs. price point</li> </ul>
8.5 Explain the importance of sourcing as it relates to the design process	<ul style="list-style-type: none"> <li>Sourcing</li> </ul>
8.6 Describe the steps in the manufacturing process	<ul style="list-style-type: none"> <li>Manufacturing process</li> </ul>
8.7 Describe how design decisions can affect the cost of apparel products	<ul style="list-style-type: none"> <li>Design Decisions vs. costs</li> </ul>
8.8 Identify components of trade relations (e.g., taxes, trade agreements, tariffs, import/export, duties)	<ul style="list-style-type: none"> <li>Import/Export costs</li> </ul>
8.9 Identify channels for product distribution	<ul style="list-style-type: none"> <li>Channels of Distribution</li> </ul>
<b>STANDARD 13.0 EXPLORE ETHICAL ISSUES IN FASHION DESIGN AND MANUFACTURING</b>	
13.1 Describe common ethical issues to be considered in sourcing and manufacturing (e.g., workers' rights, pollutants, energy efficiency, animal rights)	<ul style="list-style-type: none"> <li>Ethical issues</li> </ul>
13.2 Explain the use of the "triple bottom line" (social, environmental, commercial) in defining sustainability in the fashion industry	<ul style="list-style-type: none"> <li>Triple bottom line</li> </ul>
13.3 Identify actions taken within the fashion industry to support ethical design, manufacturing, and distribution (e.g., upcycling/recycling materials, "fair trade," and "cruelty-free" labeling, green/sustainable design practices)	<ul style="list-style-type: none"> <li>Ethics in Fashion Industry</li> </ul>

<b>Domain 3: Psychology of Fashion</b> <b>10% Instructional Time</b>	
<b>STANDARD 7.0 DISTINGUISH INFLUENCES ON THE FASHION DESIGN INDUSTRY</b>	
7.1 Describe key moments in 20th century history that influenced the development of American fashion (e.g., cotton gin, sewing machine, paper pattern, media, etc.)	<ul style="list-style-type: none"> <li>History of Fashion</li> </ul>
7.2 Identify psychological influences on the development of fashion trends (e.g., denim and identification with the working class, the 80s "power suit," Chanel pants as an expression of liberation)	<ul style="list-style-type: none"> <li>Historical fashion trends</li> </ul>

7.3 Describe the relationship between fashion trends and forecasting	<ul style="list-style-type: none"> <li>• Trends</li> <li>• Forecasting</li> </ul>
7.4 Explain how values are communicated through clothing and accessories	<ul style="list-style-type: none"> <li>• Communicating through clothing</li> </ul>
7.5 Describe the role of leading designers, celebrities, and others in determining fashion trends	<ul style="list-style-type: none"> <li>• Influences on Fashion</li> </ul>
<b>STANDARD 9.0 ANALYZE FACTORS THAT DETERMINE THE SELECTION OF CLOTHING</b>	
9.1 Describe how people use clothing to express themselves	<ul style="list-style-type: none"> <li>• Expression through clothing</li> </ul>
9.2 Identify body types and characteristics that influence the proper selection of clothing (e.g., anthropometrics, physical attributes, etc.)	<ul style="list-style-type: none"> <li>• Selection of clothing based on body type</li> </ul>
9.3 Describe how an illusion of size can be created by the proper selection of fabric design	<ul style="list-style-type: none"> <li>• Fabric Design</li> </ul>
9.4 Describe how an illusion of size can be created by the proper selection of fabric texture	<ul style="list-style-type: none"> <li>• Fabric Texture</li> </ul>